



Summerfest
Saturday, June 4, 2016
10a-4p
Downtown Brighton



Greetings!

Although summer may seem distant, the City of Brighton is busy making plans to ensure a fun-filled season for all! On Saturday, June 4th, the city will host Summerfest (formerly Culturefest), a festival favorite featuring a carnival, vendors, food, music, dancing and more. Summerfest is an opportunity to promote our Brighton businesses, build community, and engage with the public. In an effort to honor the city's mission statement and enhance the quality of life for the community, this event is free and open to the public.

While the city hosts the event, it would be impossible without the help of our partners. We highly encourage you to consider becoming a sponsor of the 2016 Summerfest event. This festival is a unique and efficient way to advertise, gain exposure, make contacts, and build positive relationships with the Brighton community. We offer a variety of sponsorships that provide you an opportunity to showcase your business and merchandise to an anticipated 8,000 attendees.

Additionally, depending upon the commitment, sponsors benefit from exclusive exposure through the City of Brighton website and social media, KBRI TV Channel 8, and other local media. Press releases, flyers, posters, and other tools are also included in this exclusive exposure.

The following pages will explain the different sponsorship levels and offer an opportunity to make a commitment to Summerfest by confirming your sponsorship. Both financial and in-kind support are encouraged and accepted. If you have particular needs or ideas, please contact Amy Porter, Special Events Lead, at 303.655.2126 or aporter@brightonco.gov.

We truly appreciate your consideration and look forward to working together as a team to enhance the quality of life for the community of Brighton through Summerfest!

Sincerely,

Amy Porter
Special Events Lead
City of Brighton
P: (303) 655-2126
F: (303) 655-2126

SPONSORSHIP LEVELS

SUMMERFEST-DOWNTOWN BRIGHTON - JUNE 4, 2016

SPONSORSHIP DUE APRIL 1, 2016

Sponsor Benefits Summerfest	Presenting \$3,000.00	Premier \$2,000.00	Executive \$1,000.00	Associate \$500.00	Ambassador \$250.00	Partner \$100.00
Name on Flyers/Brochure(10,000 mailed directly to homes & businesses)	X	X	X	X	X	X
Name on City of Brighton Website	X	X	X	X	X	
Sponsor announcements at all Pa's (Expected attendance 10,000)	X	X	X	X		
Press Releases-reaches more then 30, 000 homes (Sponsor Names 2 X per event)	X	X	X	X		
Event day booth (at no charge)	X	X	X			
Sponsor listing on KBRI Channel 8 Programming (Aired 3X a day for 4 weeks)	X	X	X			
Sponsor an area (See below for areas)	X	X	X			
KBRI Channel 8 airing of Event Video for 10 days (Aired 4 X a day for 10 days)	X	X				
Logo on Poster Displayed in businesses	X					
Logo link to your business on City of Brighton Website	X					

PRESENTING, PREMIER, and EXECUTIVE CONTRIBUTORS!

DID YOU KNOW YOU HAVE THE OPTION TO "SPONSOR" AN AREA?

Area will show **"SPONSORED BY"** and you have the option to place your booth in that area or in the Business Expo. Many of these areas are very popular and can give your company an opportunity to meet and greet, give out promotional items, create contacts, become an event presence, etc...

Listed below are areas available to sponsors contributing \$1,000 or more:

Business Expo ▪ Community Expo ▪ Safety Expo ▪ Health Expo ▪ Petting Zoo/Pony Rides

Food Contests ▪ Kids Korner ▪ Entertainment Stages ▪ Magician ▪ Face Painter

These are on a first come basis!

EVENT SPONSORSHIP INFORMATION

Please fill out and mail along with payment
(Payable to: City of Brighton Special Events)
Special Events & Volunteer Office
22 So. 4th Ave.
Brighton, Co. 80601



Company / Organization Name: _____

Contact Person: _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

CHOOSE YOUR SPONSORSHIP LEVEL:

☐ PARTNER ☐ AMBASSADOR ☐ ASSOCIATE ☐ EXECUTIVE ☐ PREMIER ☐ PRESENTING

Event	Deadline	Event Date	Amount
Summerfest... Downtown Brighton	April 1	June 4	\$

Method of payment (Circle) Cash Check

IN-KIND: In-kind contributions must be items that would otherwise have to be purchased for the project. Contributions to the project are provided in services rather than cash may include, but are not limited to supplies, equipment, space or training.

Events, Volunteer, & Downtown Initiative Office
CASH AND IN-KIND CONTRIBUTIONS

Amy Porter
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aporter@brightonco.gov